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Claims Amendments

Please replace the pending claims with those listed below, which supersede all prior versions of the claims:

Claims 1–21 (canceled).

22. (previously amended) A digital data processing method comprising

transforming any of marketing, e-commerce and transactional data from a plurality of databases into resource description framework (RDF) triples, where at least two of the databases are of disparate variety, where each triple includes a subject, an object, and a predicate, and where each predicate comprises a uniform resource identification (URI) such that related data from the plurality of databases is represented by URI's in a hierarchical ordering,

storing the triples in a data store, and

storing expiry data with at least selected ones of the triples,

responding to a search performed against the data store, if data requested is not stored in the data store, by applying a query to one or more of the plurality of databases to obtain the requested data,

responding to such a search, if the data is stored in the data store and is associated with expiry information indicating that the requested data may have expired, by returning the requested data with a reduced confidence factor.

23. (Original) A digital data processing method according to claim 22, comprising any of deleting and tagging as stale triples based on expiry data associated therewith.

24. (Original) A digital data processing method according to claim 22, comprising

searching the triples for data responsive to a query,

returning such data along with a confidence factor.

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25. (Original) A digital data processing method according to claim 24, comprising

generating the confidence factor based on expiry data associated with a triple.